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Message Text

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70
ACTION ARA-10

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /018 W
---------- 016494
R 222102Z APR 74
FM AMEMBASSY LIMA
TO USDOC WASHDC
INFO SECSTATE WASHDC 9803

UNCLAS LIMA 3139

E.O. 11652: N/A
TAGS: BEXP, PE
SUBJECT: SPECIAL TRADE OPPORTUNITY: REFRIGERATED DISPENSING MACHINES FOR LIQUID MILK

1. A LARGE DELEGATION FROM EPSA, A GOVERNMENT OWNED CHAIN OF SUPERMARKETS AND RETAIL FOOD STORES, WILL BE VISITING THE UNITED STATES DURING MAY TO ATTEND SUPERMARKET TRAINING SEMINARS. GROUP HEADED BY MR. RAUL FREUNDT, EPSA GENERAL MANAGER, AND ING. GONZALO ACOSTA, CHIEF OF RESEARCH AND DEVELOPMENT. ING. ACOSTA INFORMED EMBASSY THAT EPSA IS UNDERTAKING PROJECT TO DISTRIBUTE LIQUID MILK TO ITS CUSTOMERS THROUGH VENDING MACHINES. EPSA INTERESTED IN DISCUSSING PURCHASE OF 20 MACHINES AS TRIAL LOT. ULTIMATE NUMBER OF MACHINES WOULD BE AROUND 1,000. DELIVERY TIME WOULD BE BEFORE END OF 1974.

2. MACHINE REQUESTED WOULD DISPENSE LIQUID MILK DIRECTLY INTO A SMALL GLASS OR 1/2 LITER OR LITER CONTAINER. MILK WOULD NOT REPEAT NOT BE DISPENSED IN ITS OWN SELF-CONTAINED CONTAINER BUT RATHER INTO GLASS OR SMALL PITCHER SUPPLIED EITHER BY CUSTOMER OR BY STORE. MACHINE WOULD BE ACTIVATED BY SPECIAL TOKEN OBTAINED BY PURCHASER FROM STORE PERSONNEL.

3. PARTY WILL BE AT DALLAS CONVENTION CENTER, DALLAS, TEXAS DURING MAY 5-8. DURING MAY 13-15 GROUP WILL BE AT INSTRUCTION CENTER SUGAR CAMPUS, WEST SCHANTZ AVENUE, DAYTON, OHIO (TEL. 513-449-8477).

ACTION REQUESTED: EMBASSY REQUESTS DEPARTMENT TO CONTACT
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SUITABLE MANUFACTURERS OF REFRIGERATED LIQUID VENDING MACHINES

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TO SUGGEST THAT THEY CONTACT FREUNDT OR ACOSTA AT EITHER OF
ABOVE SITES FOR DISCUSSION OF EPSA REQUIREMENTS AS POTENTIAL
TRADE OPPORTUNITY. THEY SHOULD BE PREPARED TO SUPPLY EPSA
OFFICIALS WITH ILLUSTRATED MATERIALS FOR THEIR PRODUCTS AS WELL
AS DISCUSS SPECIFICS OF MACHINES.
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